

## ABSTRACT OF THE DISCLOSURE

A display driver driving data lines and implementing comb-tooth drive. The display driver includes: a grayscale bus to which grayscale data is supplied  
5 corresponding to the arrangement order of the data lines; first and second bidirectional shift registers which output shift outputs of which shift directions are specified by first and second shift direction control signals; first and second data latches which latch the grayscale data based on the shift outputs; and a data line driver circuit which drives the data lines based on the latch data. The first and second shift direction control signals  
10 are output by first and second shift start signal switch circuits corresponding to the content of a drive mode setting register.